ORDER



Orders Order / Rev: 37603 Alt Order #: 08883317 Product Desc: HORSFORD/DCCC

Estimate: 2102

Flight Dates: 10/16/12 - 10/22/12 Original Date / Rev: 10/15/12 / 10/15/12

Order Type: **GENERAL** KLAS

Primary AE: Mike Jones

Sales Office: K-WAS Sales Region: National

GMMB Name:

Buying Contact: Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Cash Billing Type:

Broadcast

Billing Calendar: Billing Cycle: EOM/EOC

Agency Commission:

15%

Horsford - DCCC Advertiser Name:

> Demographic: A35+ Product Codes: PO1 Priority: LV3

Revenue Codes: AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Agency

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	43	\$44,925.00	\$38,186.25

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	43	\$44,925.00	\$38,186.25	0.00
Totals	43	\$44,925.00	\$38,186.25	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$44,925.00
Market	100%	\$149,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$37,437.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$7,487.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch S	tart End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E1 8 10)/16/12 10/22/12	8 News Now 5a M-F 8 News Now 5a M-F	СМ	5-6a	-TWTF	:30	3	\$225.00LV2	0.00 NM	3	\$675.00
NEWS Start D Week: 10/16/		Weekdays Sp.	ots/Week	<u>Rate</u> \$225.00	Rating 0.00						
		8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	-TWTF	:30	3	\$275.00LV2	0.00 NM	3	\$825.00

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KLAS

Order / Rev: 37603 Advertiser:

Horsford - DCCC

Alt Order #:

08883317

Product Desc: HORSFORD/DCCC

Flight Dates:

10/16/12 - 10/22/12

Estimate:

2102

Flight Dates.	107	10/12 - 10/2			Louinate.	2102						
Ln Ch NEWS	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
<u>Sta</u> Week: 10/	rt Date	End Date 10/22/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$275.00	Rating 0.00						
E 3 8		2 10/22/12		7-9a CM	7-9a	-TWTF	:30	3	\$200.00LV2	0.00 NM	3	\$600.00
EARLY												
<u>Sta</u> Week: 10/	rt <u>Date</u> 16/12	End Date 10/22/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$200.00	Rating 0.00		<u> </u>				
E 4 8	10/16/1	2 10/19/12	Live w/Kelly Live w/Kelly	СМ	9-10a	-TWTF	:30	2	\$275.00LV3	0.00 NM	2	\$550.00
KELLY												
<u>Sta</u> Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$275.00	Rating 0.00						
E 5 8 PRICE	10/16/1	2 10/19/12	Price Is Right Price Is Right	СМ	10-11a	-TWTF	:30	1	\$1,575.00LV1	0.00 NM	1	\$1,575.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	-TWTF		\$1,575.00	0.00						
E 6 8		2 10/19/12	Y&R Young & Restless	СМ	11a-12p	-TWTF	:30	1	\$1,925.00LV1	0.00 NM	1	\$1,925.00
Y&R			roung a received									
<u>Sta</u> Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 1	Rate \$1,925.00	Rating 0.00						
E 7 8	10/16/1	2 10/19/12	8 News Now Nooi	n M-F CM	12-1230p	-TWTF	:30	3	\$275.00LV3	0.00 NM	3	\$825.00
NEWS			8 News Now Noo	n M-F							Ì	
<u>Sta</u> Week: 10/	<u>rt Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 3		Rating 0.00						
E 8 8	10/16/1	2 10/19/12	1230-2p Soaps/ L	MAD CM	1230-2p	-TWTF	:30	1	\$1,315.00LV1	0.00 NM	1	\$1,315.00
5541			Soaps / Let's Mal	ke A Deal	(1:00 PM-2:0	00 PM)						
DEAL Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	-TWTF		\$1,315.00	0.00						
E 9 8	10/16/1	2 10/19/12	The Talk 2-3P	СМ	2-3p	-TWTF	:30	1	\$1,315.00LV1	0.00 NM	1	\$1,315.00
TALK			The Talk									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	-TWTF	1	\$1,315.00	0.00				=		
E 10 8	10/16/1	2 10/19/12		СМ	3-4p	-TWTF	:30	2	\$375.00LV2	0.00 NM	2	\$750.00
ELLEN			Ellen									
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					1	
Week: 10/		10/21/12	-TWTF	2		0.00						44 050 00
E 11 8	10/16/1	2 10/19/12	8 News Now 4p N 8 News Now 4p N		4-5p (4:30 PM-5:0	-TWTF	:30	3	\$350.00LV3	0.00 NM	3	\$1,050.00
NEWS			O NEWS NOW 4pm	n-1	(4.50) 101-0.0	50 1 W.,					ŀ	
<u>Sta</u> Week: 10	art Date /15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 3		Rating 0.00						
E 12 8			8 News Now 5-63	Op M-FCM	5-630p	-TWTF	:30	3	\$400.00LV3	0.00 NM	3	\$1,200.00
NEWS			8 News Now 5-63	30p M-F								
<u>Sta</u> Week: 10	nt Date /15/12	End Date 10/21/12	Weekdays -TWTF	Spots/Week 3	. —	Rating 0.00						
E13 8		2 10/19/12	630-7p Inside Edi	tion CM	630-7p	-TWTF	:30	1	\$325.00LV2	0.00 NM	1	\$325.00
INSIDE	ED		Inside Edition									
	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10		10/21/12	-TWTF	1	\$325.00	0.00						
E 14 8	10/16/1	2 10/19/12	7-8p Rotator 7-8p Rotator	СМ	7-8p	-TWTF	:30	1	\$350.00LV2	0.00 NM	1	\$350.00
ET/SIN	DER		•								I	

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Order / Rev: 379

37603

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Flight Dates:

10/16/12 - 10/22/12

Estimate:

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2102

KLAS

Len Spots Ln Ch Start End **Inventory Code** Break Start/End Time Days Rate Pri Rtg Type Spots Amount E 14 10/16/12 10/19/12 7-8p Rotator CM 7-8p :30 \$350.00LV2 0.00 NM \$350.00 7-8p Rotator ET/SINDER Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--0.00 Week: 10/15/12 10/21/12 \$350.00 0.00 NM -TWTF--\$600.00LV2 2 \$1,200.00 E 15 10/16/12 10/19/12 8 News Now 11p M-F CM 11-1135p :30 2 8 News Now 11p M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--Week: 10/15/12 10/21/12 \$600.00 0.00 \$325.00LV2 \$325.00 8 10/22/12 10/22/12 Mon 10-11p СМ 10-11p M----:30 0.00 NM 1 N18 ET / Inside Edition (10:30 PM-11:00 PM) Start Date **End Date** Spots/Week Rating **Weekdays** Rate Week: 10/22/12 10/28/12 M----\$325.00 0.00 СМ M-----:30 \$350.00LV2 0.00 NM 1 \$350.00 N19 10/22/12 10/22/12 Mon 10-11p 10-11p (10:00 PM-10:30 PM) ET / Inside Edition Start Date **End Date** Weekdays Spots/Week Rating Rate M----0.00 Week: 10/22/12 10/28/12 \$350.00 :30 2 \$2,100.00LV2 0.00 NM 2 \$4,200.00 CM M----10/22/12 10/22/12 Mon 9-10p 9-10p N 20 Hawaii Five-O Spots/Week Rating **Start Date End Date** Weekdays Rate 2 \$2,100.00 0.00 10/28/12 Week: 10/22/12 \$12,000.00 0.00 NM -T----:30 1\$12,000.00LV1 N 21 10/16/12 10/16/12 Tue 9-10p CM 9-10p NCIS: LA **End Date Weekdays** Spots/Week Rate Rating Start Date -T----1\$12,000.00 0.00 Week: 10/15/12 10/21/12 ---T---:30 1 \$9,450.00LV1 0.00 NM \$9,450.00 N 22 8 10/18/12 10/18/12 Thu 8-9p СМ 8-9p Big Bang / 2 1/2 Men" Spots/Week Rating Start Date **End Date** Weekdays 1 Rate ---T---Week: 10/15/12 10/21/12 \$9,450.00 0.00 N 23 8 10/18/12 10/18/12 Thu 10-11p CM 10-11p ---T---:30 1 \$2,200.00LV2 0.00 NM 1 \$2,200.00 Elementary Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T---\$2,200.00 0.00 10/20/12 10/20/12 Politics Now S Sebelius CM Various ----S-:30 \$275.00 LV2 0.00 NM \$275.00 N 24 8 Politics Now S Sebelius Start Date **End Date** Weekdays Spots/Week Rate Rating 10/21/12 ----S-\$275.00 0.00 Week: 10/15/12 10/20/12 10/20/12 CBS Early Show - Sat. CM ----S-:30 \$335.00LV1 0.00 NM \$335.00 5-7a N 25 CBS Early Show - Sat. Rating Start Date **End Date** Weekdays Spots/Week Rate ----S-\$335.00 0.00 Week: 10/15/12 10/21/12 :30 \$220.00LV2 0.00 NM \$220.00 10/20/12 10/20/12 Sat 7-8p - ET Wknd CM ----5-1 N 26 7-8p **Ent Tonight Weekend** End Date Weekdays Start Date Spots/Week Rate Rating Week: 10/15/12 ----S-\$220.00 0.00 10/21/12 CM 1 \$1,050.00LV1 0.00 NM \$1,050.00 NCAA College Foo----S-:30 1 N 27 10/20/12 10/20/12 NCAA Football NCAA College Football End Date Start Date Weekdays Spots/Week Rate Rating ----S-Week: 10/15/12 10/21/12 1 \$1,050.00 0.00 2 \$20.00LV4 0.00 NM \$40.00 MTWTF--:30 2 N 28 10/16/12 10/22/12 8 News Now 4-5a CM 4-5a 8 News Now 4-5a **End Date** Spots/Week Start Date Weekdays Rate Rating MTWTF--Week: 10/16/12 10/22/12 \$20.00 0.00 Totals \$44,925.00